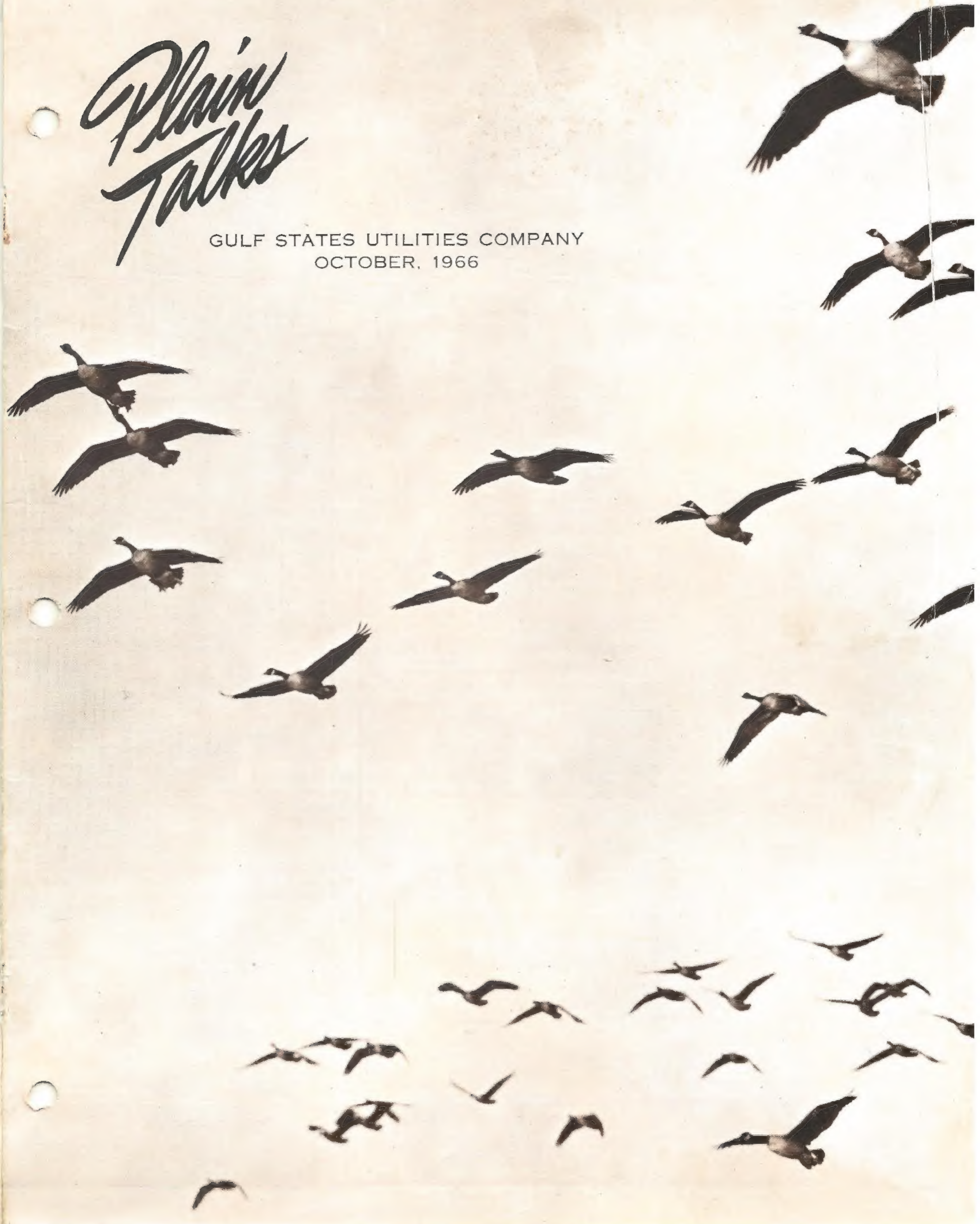


Plain Talks

GULF STATES UTILITIES COMPANY
OCTOBER, 1966



Who Me...Part of this Company? You Have to Be Kidding!

EVERY DAY WE USE the term "our Company." It is used throughout every issue of PLAIN TALKS.

Just who is "our Company?" "Our Company" is people, all the people who work for Gulf States Utilities Company. "Our Company" is YOU.

Each of us—whatever our job—works for the same boss. That boss is our customer.

All Gulf Staters have the same goal—to produce a service that pleases the customer.

To achieve this we must work together as a team. That means cooperation among all Gulf Staters.

To our customers, "our Company" is the people in it. We're not T&D, Production, Personnel, Public Relations, Advertising, Executive, Treasury or Sales.

Many customers make up their minds about "our Company" on the basis of the Gulf Staters they deal with, both on and off the job. In reality, "our Company's" image can be no better than the one Gulf Staters reflect.

When you hear, use or read the term "our Company" in the future, take a moment to reflect. The term isn't some big impersonal machine. It's ME!

Court Rejects Plea To Block Co-Op G&T Project

THE U. S. SUPREME COURT on Monday, October 10, rejected the appeal of the Louisiana investor-owned electric companies to halt the \$56.5 million G&T loan to the Louisiana Co-Op's Association. The Companies are asking the court to reconsider the decision.

The Companies' application for writs to the U. S. Supreme Court to appeal the fifth Circuit Court decision—that the Congress never intended that its loans should be reviewed by the courts—rendered on January 13, 1966, was turned down.

Our Company joined Central Louisiana Electric and Louisiana Power and Light to assert that the proposed generating plant and associated transmission lines would injure the private firms which now supply 94 per cent of all electricity distributed by the co-ops in Louisiana and that the loan would create a wasteful duplication at the expense of taxpayers.

Think Positively!

Thinking negatively is not evil or sinful, but simply harmful—harmful to the thinker himself, because it robs him of his capacity to receive positive thoughts and ideas. —James A. Decker in GOOD BUSINESS.



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national Council of Indus-
trial Editors.

Plain Talks

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GULF STATES UTILITIES EMPLOYEES

James S. Turner

Director

Public Relations

Hal Reagan
Contributing Editor
Beaumont

Jack Worthy
Contributing Editor
Baton Rouge Division

OUR COVER

CANADIAN GEESE FLIGHTS like this are once again speeding up the heartbeat of hunters in our Texas and Louisiana Gulf Coast service area. The geese wing coastward from summer nesting grounds to winter in this region's warmer weather and it adds up to a hunter's paradise. Our lakes and marshland are a winter haven for concentrations of White-Fronted, Snow and Blue geese in addition to the widely-sought Canadian species.

Our good Gulf Coast area also offers some of the finest duck hunting in the U.S. Nimrods from hundreds of miles inland come our way to draw beads on the plentiful flights of native Texas Mottled and Black Mallard.

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News Briefs



THE STRIKE ISSUES

Although much publicity attended the events leading up to and including the strike action, probably very few people in this area are aware of the key issues that so far have prevented the successful negotiation of a new contract between the Company and the Independent Electrical Workers Union.

This is common to negotiations in times like these when our vast communications systems spotlight actions rather than objectives.

We believe that all Gulf Staters want to be informed of these issues.

The Company's proposal, which had an additional economic value to employees covered by the contract of approximately \$614,000, included these major provisions:

- . 4% general increase
- . Company would pay for the entire individual employee coverage cost for the hospitalization and major medical plan, an increase of 40%
- . Increased by 28.6% allowances for authorized overtime and out-of-town individual meals
- . Improved vacation plan so that employees with 20 years would be eligible for four weeks (previously employees became eligible for four weeks after 25 years)
- . Increased emergency call-out time from two to three hours of time and a half base pay, and also provided payment of time and a half base pay for a three hour minimum on pre-arranged overtime when the employee is given less than eight hours notice

In addition, the Company offered to arbitrate cases of discipline, except where safety factors were involved. The Company offered to continue paying for conference expense time for union officials.

These and other contract provisions in the Company's proposal would have provided union members with a contract superior to those of other utilities in this region. The contract provisions also compared favorably to larger industries in the surrounding area. The fact is that Gulf Staters are better paid and have working conditions equal to or better than most area industries.

The union's bargaining committee proposed changes in the contract which would have cost the Company \$860,000 a year. The difference in the Union's and the Company's proposals was \$246,000.

Top officials of the Company and the Union have said they hope the strike is short-lived. We think the majority of employees share this attitude.

The Company remains ready at any time to resume negotiations toward a fair and reasonable contract.

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News Briefs



OCTOBER, 1966

Vol. No. 4

CHRONOLOGICAL SUMMARY OF LEGAL ACTIONS AGAINST LOUISIANA G&T LOAN

On October 10, 1966, the U.S. Supreme Court rejected the appeal of Louisiana's investor-owned electric utilities to halt the \$56.5 million Generating and Transmission (G&T) loan to the 12 rural electric cooperatives which make up the Louisiana Electric Cooperative, Inc. To bring employees up to date on the G&T situation, Plain Talks presents this chronological summary. The time lapses between some dates and actions do not mean nothing was happening; they merely indicate that no major decisions were handed down.

Louisiana Electric Cooperative, Inc. applied for a G&T loan of \$56,500,000.00 on August 3, 1963. The REA Administrator conditioned the approval of this loan application upon the investor-owned companies ceding to the rural electric cooperative the territorial demands which were voiced for them by officials of the REA. The companies were given a flat alternative--comply with the territorial demands or the loan would be approved. The companies did not comply and on September 12, 1964, the Administrator certified to Congress that the loan had been approved to the Louisiana Super Co-op for the construction of a 200,000 kilowatt steam generating plant and approximately 1,693 miles of high voltage transmission lines.

Following the announcement of the loan approval, two legal actions were brought to contest the legality of the loan and the procedure followed by the REA. The first was filed in the Shreveport Division of the U.S. District Court for the Western District of Louisiana on September 30, 1964, by Central Louisiana Electric Company against the Administrator, the REA, the Department of Agriculture and the Secretary of Agriculture. Gulf States and Louisiana Power & Light Company later became parties to the suit.

Judge Ben C. Dawkins, Jr., issued a preliminary injunction against the government but on January 13, 1966, this action was overruled by the U.S. Fifth Circuit Court of Appeals on grounds the investor-owned companies lacked requisite standing to challenge the REA Administrator's determination to make the loan. It was the opinion of the Court that Congress never intended that its loan should be reviewed by the courts and the Act creating REA makes no provision for judicial review. The three judge panel said, "Regardless of how outrageous or unfair the making of this loan may seem, the remedy is not in the courts but in the Congress." Although the Fifth Circuit Court lifted the injunction on January 13, it restrained the Administrator from making the loan until such time as the companies could appeal to the U.S. Supreme Court. The appeal was made to the Supreme Court in June, 1966, and on October 10, 1966, the appeal was rejected. Immediately following the rejection, the companies submitted application for the court to reconsider this final decision.

LOUISIANA PUBLIC SERVICE COMMISSION SUIT

The complaint of the companies against Louisiana Electric Cooperative Inc. filed in the Louisiana Public Service Commission asked that the cooperative be required to obtain a certificate of convenience and necessity from the Commission before it commenced construction on the proposed G&T facility. The Co-ops denied that the Commission has jurisdiction over any of their activities and particularly the G&T project. The companies contend that the certificate is required under a statute which prevents one electric utility providing service already being furnished by another utility and under the general construction grant of authority to the Commission to regulate electric companies. The Commission ruled that the Co-ops are not the type "Customer" referred to in the statute.

In April, 1965, the companies filed suit in State District Court in East Baton Rouge Parish against the three PSC Commissioners. The District Court ruled that the Co-ops were customers of the companies and therefore the Commission should rule on the case. The suit was returned to the Commission on August 18, 1965.

At this time the PSC suit is still pending. A full hearing of the G&T case which began in June, 1966, before this body has been recessed since that date. However, the companies are still hopeful that the hearing will be resumed in the near future.

COMPTROLLER GENERAL'S OFFICE

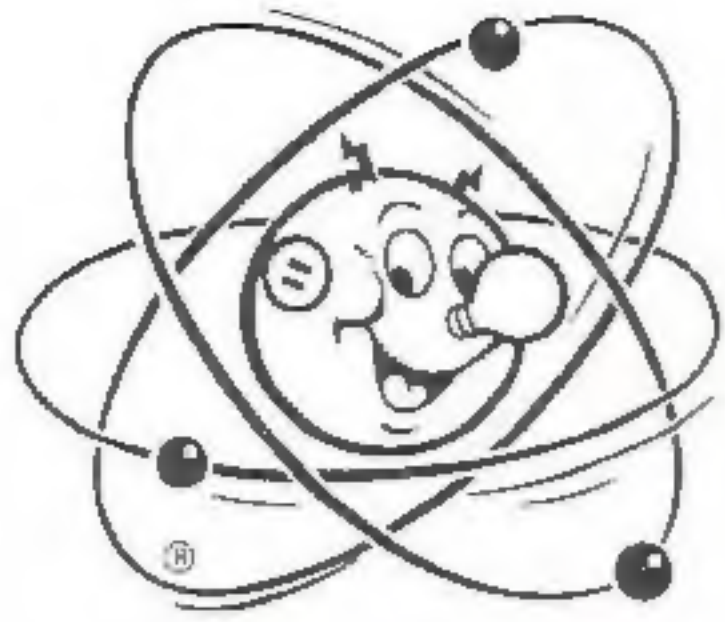
Attorneys for the companies and former Board Chairman J. J. Morrison, at different times, have discussed the case with the General Accounting Office in Washington. The discussion was based on our opinion that Rural Electrification Administrator Norman Clapp had violated the directives of congressional committees in granting the loan for the G&T. We are hopeful that the GAO will convey to the Senate Committee that Mr. Clapp failed to comply with their directive No. 111-3.

WHAT YOU CAN DO

Gulf Staters in both Louisiana and Texas have been diligent in their efforts to inform their elected representatives at the local and national level how the rural electric cooperatives are being used to put the federal government deeper into the electric power business, and how this intrusion continues to threaten their jobs and livelihoods. We hope that employees will keep themselves informed and, as the litigation continues, keep in contact with their elected representatives.

POLE POSTERS POSE PROBLEMS

An old bugaboo of linemen is the seasonal blossoming of political posters on our distribution poles. These signs, usually affixed to the poles with roofing nails,



Research Returned To Texas

OUR COMPANY AND NINE other utilities making up the Texas Atomic Energy Research Foundation have announced a \$700,000 research program aimed at generating electricity from an element in seawater to be carried out at the University of Texas.

The announcement was made September 29 at a luncheon in Austin attended by Texas Governor John Connally, directors of the TAERF and University of Texas staff members. Glenn E. Richard, chairman of our Company's board, was in attendance.

The research will be the world's largest privately financed project for employing thermonuclear fusion—an H-bomb type reaction—to develop the peaceful usage of generating electricity.

The research program, which will run for two years at University of Texas laboratories, will be transferred from General Dynamics Corporation in San Diego, California, on May 1, 1967. The TAERF-sponsored research was started at General Dynamics in 1957 because facilities for the research were unavailable in Texas. Three



HARNESSING POWER OF H-BOMB. Fusion research like this now under way at the laboratories of General Atomic Division of General Dynamics in San Diego, California, will begin under a \$700,000, two-year grant at the University of Texas next May. Our Company and nine other investor-owned Texas utilities making up the Texas Atomic Energy Research Foundation have been sponsoring the research at San Diego but will switch the project to the Texas campus now that the university has the staff and facilities to undertake the program.

years ago, portions of the research were awarded to the University of Texas, which now has the staff and equipment to undertake the larger program.

The program aims at using deuterium, a heavy hydrogen element found abundantly in seawater, as fuel for electric generating plants, with the energy released through thermonuclear fusion. Scientists have contended for some time that the supply of deuterium in the seas is almost unlimited.

Governor Connally, principal speaker at the announcement luncheon, told Texas utility company executives and university officials that the research also could lead to making economically feasible the desalinization of salt water, another field of vast importance. He called the project a calculated scientific gamble by investor-owned power companies.

"This might well develop the most significant concept in energy creation since the beginning of time," Connally commented.

"The university has made dramatic breakthroughs in the problems asso-

ciated with the heating of gaseous fusionable fuel to the hundreds of millions of degrees, a process necessary to the attainment of our goal. It has also made rewarding investigations into the problems of containing the resulting gaseous plasma in magnetic bottles."

University of Texas Chancellor Harry Ransom described the program as a fortunate combining of industry and academic talents.

A. R. Watson of Southwestern Public Service Company, TAERF president, reviewed the 10-year background of the utilities' effort to develop research in Texas toward finding a long-range power supply for this area. With its large oil and gas reserves, Texas has more time to develop needed future energy resources than some other areas, he said.

"Thus, the companies here decided to finance the ambitious thermonuclear research, rather than probing fields where more immediate results might be obtained, but already undertaken by other research," Mr. Watson explained.



OUTSTANDING CHAPTER AWARD. Jimmy Farris, president of the Madisonville Young Farmers, right, receives the first place chapter award from L. V. Dugas, vice president and general sales manager. Mr. Dugas presented the second place chapter award to the Huntsville Young Farmers.

Young Farmers' Banquet Spotlights Company's Interest Down On The Farm

SOUTHEAST TEXAS' Area IX Young Farmers held their sixth annual awards banquet September 12 at Woodville's Dogwood Motor Hotel, and our Company again demonstrated its interest in our rural customers and neighbors by sponsoring the event.

Upwards of 150 were in attendance when Lionel V. Dugas, vice president and general sales manager, welcomed the young farmers and their wives. Ward McCurtain, director of accounting operations, Beaumont, delivered the principal address, speaking on the "Golden Rule" in today's business.

L. N. Brannan, supervisor of area development, presented a plaque to the Area IX Young Farmer of the Year, Oliver Damek of Dayton, and Mr. Dugas presented awards to the first and second place Young Farmer Chapters, Madisonville and Huntsville respectively.

R. A. McAlpine, sales superintendent, Beaumont, made it more of a

GSU occasion by presenting a Sunbeam electric mix-master to the wife of the "Young Farmer of the Year," Mrs. Damek. E. L. Tiner, of Austin, state secretary of the Young Farmers, turned the tables on the awards presentations when he gave special recognition to Mr. Dugas and presented him with a Distinguished Service Award in "grateful appreciation for outstanding service to Young Farmers of America."

Our Company's sponsorship of the banquet is only one of many GSU activities involving our neighbors "down on the farm." Gulf States' farm program is based on the development of more effective ways in which electricity can be profitably applied to the many facets of agriculture. Our Company assists with an aggressive educational program through which the results of research and field studies can be passed on to farmers and agriculture leaders.



PRINCIPAL SPEAKER. "The Golden Rule in Business" was the subject of the principal address delivered by Ward McCurtain, director of accounting operations, Beaumont. He was one of several GSU'ers on the annual program.



AWARD TO GSU'ER. Most of the awards were going to young farmers at the annual Area IX Young Farmers awards banquet but this one proved the exception. It was presented to L. V. Dugas, vice president and general sales manager, by the area chapter for "outstanding service" to its organization.



WIFE NOT FORGOTTEN. It was truly the Oliver Dameks' night at the annual Area IX Young Farmers Awards banquet. Mr. Damek, recipient of the outstanding Young Farmer award, right, takes back stage here as his wife steps forward to receive an electric mix-master from R. A. McAlpine, superintendent of sales, Beaumont. (Photo by Burrell A. Tipton)



LIGHTING DISPLAY. Numerous lighting manufacturer representatives were on hand at the kickoff of the commercial lighting campaign dinners. This group gathers around a representative displaying Sylvania floodlighting units.

Meetings Kick Off Lighting Campaign, Sales Contest

A SERIES OF FOUR informative and entertaining dinner meetings kicked off our Company's Night and Day Commercial Lighting Campaign in September. The meetings, held at Conroe and Nederland in Texas and Lake Charles and Baton Rouge in Louisiana, stressed cooperation between GSU and the electrical contractors in our service area.

L. V. Dugas, vice president and general sales manager, saluted the electrical contractors at the Beaumont-Port Arthur meeting at Nederland where he made the principal address.

"We recognize that no other group influences the decisions of as many

customers with regard to the purchase and installations of electrical equipment as do those of you in the electrical contracting field," Mr. Dugas said. "In addition, you are often called on by consultants to furnish practical information. This speaks well for the reputation for competency and integrity which you have established.

"This also charges you with a tremendous responsibility not only to do a competent job but to advise the customer wisely."

Mr. Dugas said that by working closely together to coordinate our efforts to advise the customers of the

benefits that electricity properly applied offers, we can be most effective and take full advantage of opportunities in this growing area.

Keynote speakers at the other meetings were Jim Richardson, system commercial sales supervisor, Conroe; Ed Hodges, sales superintendent, Lake Charles; and Virgil M. Shaw, sales superintendent, Baton Rouge. Jim Stelly, sales superintendent, Port Arthur division, was master of ceremonies at the joint Beaumont-Port Arthur meeting.

The kickoff dinner meetings were well attended by electrical contractors, officials of the National Electrical Contractors Association (NECA), electrical distributors, lighting manufacturers representatives and GSU representatives. Indicative of the cooperation that already exists between our Company and the electrical contractors was that the joint Beaumont-Port Arthur meeting was officially counted as the regular NECA membership meeting.

An added feature of the 1966 lighting campaign is the offer of a combination pocket measuring tape and level to every sales representative making 100 per cent of his 450 point quota. According to R. A. Landry, Jr., supervisor of lighting sales, Beaumont, the quota was raised from 300 to 450 points since 80 points are being given for each remodeling installation during the campaign.

He said that interior lighting and all exterior lighting except seasonal will be eligible. The scoring system encourages every commercial sales representative to tell the lighting sales story at every opportunity by giving three points for a footcandle survey, 10 points for each written lighting proposal for a new building, 20 points for each written lighting proposal for remodeling, 50 points for each night floodlighting demonstration and 80 points for each lighting remodeling installation made during the campaign as a result of campaign efforts. The campaign started September 15 and ends November 15.



R. H. Lawton



J. D. Fleming

Fleming Succeeds Lawton At Louisiana Station

JOHN D. FLEMING, JR., formerly operation supervisor at Louisiana Station, has been promoted to superintendent of the Baton Rouge plant effective October 1 to succeed Richard H. Lawton, who retired the same date after more than 48 years with our Company.

Mr. Fleming came to work as an oiler at Louisiana Station on January 29, 1923. He progressed to watch engineer, station engineer and operating engineer before being promoted to operating supervisor in 1958.

Mr. Fleming is married to the former Helen Rebecca Ford of McComb, Mississippi, and they have two daughters, Mrs. L. J. Furrate and Mrs. Ralph M. Shirley, both of Baton Rouge. The Flemings are members of the First Methodist Church in Baton Rouge and he is a member of the Louisiana Engineering Society and Masonic Lodge No. 372 in Baton Rouge.

A native of Baton Rouge, Mr. Fleming attended public schools there and was graduated from Baton Rouge High School. He completed a four-year course on steam electric engineering from International Correspondence School after coming to work for our Company.

Mr. Lawton, a native of Wilson, Louisiana, joined our predecessor com-

pany in 1918 as an oiler at Baton Rouge. He progressed to fireman in 1919 and was transferred to Orange as a watch engineer in 1925. He was promoted to turbine operator and transferred to Gulf States' Neches Station at Beaumont in 1926. Mr. Lawton progressed to station engineer in 1927 and operating engineer in 1938.

He was promoted to station superintendent and transferred to Riverside Station at Lake Charles in 1947. In 1952, Mr. Lawton was transferred back to Neches Station as superintendent in 1952 and he was moved to Louisiana Station in the same capacity a year later.

Mr. Lawton is married to the former Viola Williams of Camden, Alabama, and they have one daughter, Mrs. Thomas Edward Brown of Beaumont, and one son, Richard H. Lawton, Jr., of Broussard, Louisiana. The Lawtons attend the Broadmore Methodist Church in Baton Rouge.

He is a member of the Louisiana Engineering Society, the Baton Rouge Chamber of Commerce and Tolerance Lodge No. 1165 in Beaumont.

Mr. Lawton attended public schools in Baton Rouge. He completed the Public Utilities Management Course at Georgia Tech in 1956.

Bell Is Made Utility Foreman

LOYD D. BELL, formerly serviceman first class, Beaumont T&D,



L. D. Bell

has been promoted to utility foreman, Beaumont Line Department, effective September 1.

Mr. Bell joined Gulf States in 1950 as a helper in Beaumont T&D and was transferred

to Woodville later that year. He progressed to apprentice at Woodville in 1951 and was transferred back to Beaumont in the same capacity a year later.

He progressed to lineman first class in 1955 and was made serviceman first class in 1959. He returned to lineman first class in 1961 and was made serviceman first class again in 1965.

Mr. Bell resides with his wife, the former Bernita Savant of Kinder, Louisiana, at 3760 Detroit in Beaumont. They have five children, Ronnie, 19, Tim, 15, Susan, 11, Amy, 10, and Elizabeth, 7.

Mr. Bell attended public schools in Warren, graduating from high school there, and he attended the University of Houston. Mr. Bell has been active for some time in youth baseball in Beaumont, having served as manager of the Texas Metal Works Cats for seven years.





A. L. Whitson, Jr.

Whitson Is Made System Operator

ARCHIE L. WHITSON, JR., formerly control operation foreman at Neches Station, has been transferred and promoted to system operator effective October 1.

Whitson, a native of Timpson, Texas, joined our Company in April of 1942 as an operator's helper at Neches Station. He left in February of 1943 to serve in the Army aviation engineers during World War II. Mr. Whitson returned from the service in February of 1946 and advanced through various operating jobs at Neches Station to become head fireman in December of 1955.

He was elected president of the Independent Electrical Workers Union in 1955 and was elected to the full-time job of business agent of the union in March of 1956. He took a leave of absence until 1959, at which time he returned to Neches Station as head fireman. He was promoted to control operation foreman in March of 1962.

Mr. Whitson is married to the former Helen Johnson of Cleveland and they have two children, Pam, 18, and Rick, 14. The Whitsons are charter members of the Woodland Baptist Church where he is a deacon.

Mr. Whitson attended public schools at Timpson, graduating from high school there.

Mrs. Killbuck Named To National Soroptimist Post

MILDRED KILLBUCK, office supervisor - Personnel, Beaumont, has been appointed to serve on the American Federation Resolutions Committee of the Soroptimist Federation of the Americas, it has been announced by Ethel F. Ford, president of the international women's organization.

Mrs. Killbuck is the first member of the Beaumont Soroptimist Club to serve on the national committee level. Her term of office will span the 1966-1968 biennium. Work will involve preparation of material to be presented at the Federation Convention to be held in 1968.

Mrs. Killbuck has been an outstanding worker at the local and regional

level of the Soroptimist Club, a women's classified service club, international in scope. The club consists of American Federation, European Federation, regions districts and local clubs.

In the Beaumont club, Mrs. Killbuck has served as president, corresponding secretary and director, in addition to regular committee and service work. At the regional level, she has served as committee chairman and is presently a member of the education committee for the South Central Region. She is also a corresponding secretary for the Beaumont Community Players and is active in the Philathea Sunday School Class of the First Baptist Church.



ATOMIC RESEARCH PROGRESS. The second of two gaseous decontamination tanks is lifted from a specially-designed trailer so it can be lowered into place at the SEFOR Nuclear Research site near Fayetteville, Arkansas. The tank, weighing 48,000 pounds, took a nine-day trip from near Buffalo, New York to the project site. Our Company is one of 17 utility firms in a seven state area participating in this nuclear research project, together with the AEC and EURATOM.

Lytle Authors Magazine Story

DEWNEY LYTLE, industrial engineer, Lake Charles, turned author last month to do an article for *Electrical World*.



Dewey Lytle

Mr. Lytle described our Company's use of photographs to facilitate T&D Department work.

He explained in the story how our engineers in the Beaumont division initiated a broad new concept in photographic utilization.

"It was desired that a photographic record be developed such that all substations in the division could be adequately described without requiring elaborate drawings and explanations," according to Mr. Lytle's story. "In order to develop such a photographic record it was necessary that each station be analyzed so that each piece of equipment, name plate data, relay panel, etc. would be photographically recorded.

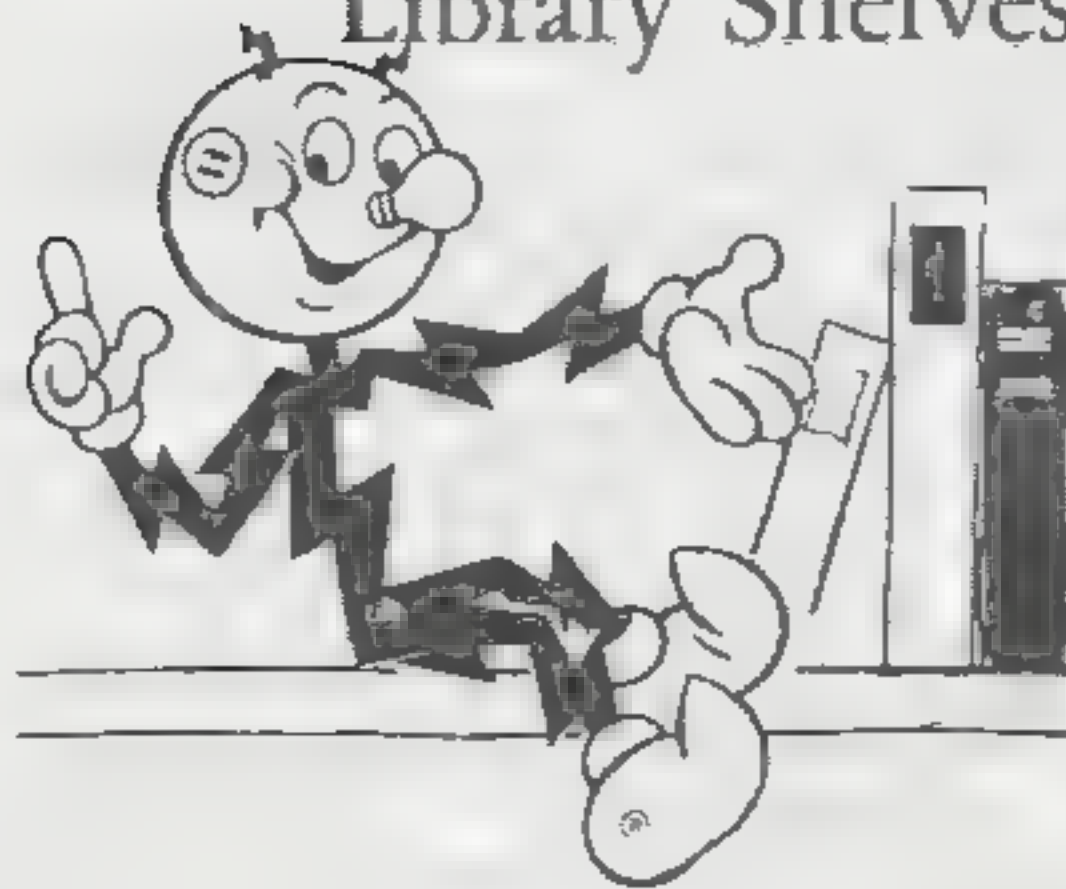
Mr. Lytle went on to explain that the photographic record is of great benefit to the service department since substation operators very seldom have an opportunity to make a field inspection of new facilities which may be installed in the system.

Craig's Son Makes Flying Trip Home

CAPTAIN W. R. CRAIG of the U.S. Army, son of Mr. and Mrs. R. M. Craig, division engineer, Navasota, set some kind of record recently when he returned from four months special duty in Viet Nam. He left Saigon at 9:30 a.m. September 11 and more than 8,000 miles later landed in San Francisco at 10 a.m. September 11.

At 8:12 p.m. September 11, he enjoyed a happy reunion with his wife and parents at Houston.

On Our Library Shelves



The following is a list of new books recently added to the Company Library in Beaumont. The library contains a large number of books and periodicals on a variety of subjects. These may be checked out for use by employees throughout the system. You are urged to make use of this facility.

Transistors by Milton S. Kiver. Written for electronics technicians and all other technical workers who desire to gain a working knowledge of transistors and transistor circuits.

Total Job Training—A Manual for the Working Manager by Paul M. Stokes. It is to the teaching group that this book is directed—the people who because of knowledge, skill, or responsibility are necessarily teaching others on the job every day.

Principles of Public Utility Rates by James C. Bonbright. The author discusses the principles underlying the determination of rates for utility enterprises, and clarifies the varying opinions held by economists and by professional rate makers and regulators.

Rural Electric Fact Book by Rebecca R. Wise, editor. The latest available data in major fields of the rural electrification program.

Business Law by Hugh W. Babb and Charles Martin. The student preparing for C.P.A., Civil Service, or the other examinations of which business law problems form an important part, will find what he needs here.

Law Guide for All by Ira H. Ruben. In response to a definite demand on the part of the everyday person for a simple and concise publication designed to acquaint him with legal rights and duties arising in the course of his usual daily relations, this work was conceived.

Objectives and Standards: An Approach to Planning and Control by Ernest C. Miller. The picture which emerges in the report is one of real strides forward in the art of reconciling and aligning personal goals and company goals in ways that inspire executive action.

Organizational Views on Recruitment, Employment and Education of Engineers in Industry and Government by William K. LeBold and Robert Perrucci (Pamphlet). Report on the views of engineering management and personal management of both industrial and governmental organizations.

Multi-Family Income Homes Duplexes thru Ten-plexes by L. M. Bruinier (Pamphlet). Selection of plans range from duplexes through ten-plexes. Complete construction blueprints, specifications and material lists are available for all plans shown in the book.

Science and Cancer by Michael B. Shimkin, M. D. Report intended for the general reader who has a high school level of knowledge about biology. Fulfills two purposes—the medical and biological aspects of cancer as a practical problem facing us today and to describe some of the science fronts engaged in the research attack upon cancer as an aberration of cellular growth.



COMMUNITY, SCOUTING AWARD TO GSU'ER. David T. Pate, Jr., line foreman, Woodville, is presented a plaque from the Woodville Rotary Club for nine years service to the community as Scoutmaster of Troop 36. Rotary president Harry Stafford makes the presentation for his club, which chartered Mr. Pate's Boy Scout troop. Under Mr. Pate's leadership, Troop 37's membership has ranged from 20 to 30 during the past years and five Scouts have attained the Eagle rank—Scouting's highest rank. Mr. Pate's troop has built an impressive record in council and district Scouting in activities such as camporees, Scout circuses, expositions and swim meets.

Customer's Letters Continue To Reflect Good Public Relations

FROM AUSTIN:

Mr. G. E. Richard, Board Chairman
Gulf States Utilities Company
Dear Mr. Richard:

The University of Texas and more particularly this College of Engineering feels uniquely blest to participate with the Texas Atomic Energy Research Foundation in the two-year program that was so masterfully announced September 29.

Copies of releases in the **Daily Texan** and the Austin daily paper are enclosed. Papers throughout the state gave what I thought was tremendous coverage to this announcement.

Sincerely,
Bill H. Amstead
Assistant Dean

FROM CROCKETT:

Dear Mr. Dugas:

Thank you very much for the useful mix-master Gulf States presented to Mrs. Sonny Damek, wife of the Area IX Outstanding Young Farmer from Dayton.

We certainly appreciate the excellent support of you, Mr. Brannan and Gulf States Utilities Company in sponsoring the Awards Banquet and plaques to the Area IX Young Farmer Programs.

Sincerely yours,
Jeff Davis
Area IX Supervisor
Vocational Supervisor
Crockett, Texas

FROM BEAUMONT:

(Gulf Staters' actions both on and off the job reflect directly upon our Company, which brings into focus once more that good public relations is up to each of us. Earl Garvin, line foreman, Beaumont T&D, proved it recently by rushing to the aid of a neighbor during an electrical storm. A letter commending Mr. Garvin and Gulf States was received at our general office a short time afterwards and it is printed here to illustrate how Mr. Garvin's quick actions made lifelong friends of two of our Beaumont customers.)

To Whom It May Concern:

On Wednesday afternoon, August 31, 1966, we had an electrical storm. About 7 p.m. we felt and heard a great boom and felt lightning had struck something close by. About ten or fifteen minutes later we opened our door to an attached garage and found that lightning had hit it and it was on fire. We called our daughter and asked her for help. She tried to get the operator and could not, and, since it had taken a few minutes looking up the number, she felt the fire might be out of control before the fire department could reach us. So she called our neighbor, who is one of your employees, Mr. Earl Garvin. He was in his truck and at our house before my daughter could walk from the telephone, in the front of her house, to the back of her house. He could see we had no ladder so he immediately turned his truck around, went home, picked up a long ladder, by himself, rushed back, put the ladder up and ran to the roof top with a water hose, and had the fire out before the fire department arrived.

We can never tell you or Earl Garvin how thankful we are to have him as a neighbor. He had to leave as soon as the fire department arrived to fix trouble for GSU, and after being out quite late, he made arrangements to check all our wiring the next morning before reporting to work.

It makes us prouder than ever to

know that on July 4, 1965 we moved into our new total electric home because a company that has an employee like Mr. Garvin has to give good service.

Mr. and Mrs. J. G. Fortenberry

Mr. and Mrs. J. G. Fortenberry
2685 Norris Street
Beaumont, Texas

Dear Mr. and Mrs. Fortenberry:

Thank you for your letter complimenting Gulf States' service in general and Earl Garvin in particular. Your thoughtful remarks prove the old saying "a company is known by the employees it keeps."

We are very proud of Earl Garvin. His actions at the fire were in the best traditions of the electric utility industry. A public service company, such as Gulf States, is fortunate to have such dedicated employees.

We hope that you and your family enjoy many years of happiness in your all-electric home. Thank you again for taking time to write us about Mr. Garvin's actions.

Very truly yours,
E. A. Werner
President

Mr. Earl Garvin
8590 Humble Road
Beaumont, Texas

Dear Earl:

Mr. and Mrs. J. G. Fortenberry of 2685 Norris Street have written us recently complimenting you for your help after lightning had caused a fire on their premises. This is the kind of letter any company, and especially a public utility, likes to receive.

This kind of extra effort reflects credit on Gulf States. I have written Mr. and Mrs. Fortenberry the attached letter which, in my opinion, speaks for all of your friends in and out of the Company. I join them in congratulating you.

Sincerely,
E. A. Werner
President



JOY UPON RETIREMENT. That's what Gertrude Peddy, steno, Beaumont T&D, displays while showing off the pocket book and \$100 dollar bill given her by fellow employees at a party prior to her October 1 retirement. Sharing her enthusiasm was J. W. Atkins, operating superintendent, Beaumont, and about 50-60 other fellow employees.

FROM JENNINGS:

The following letter was received by the Jennings office and really reflects good public relations on the part of the Jennings employees. It's this type of service that every Gulf Staters should strive to give. Without satisfied customers our Company would be out of business.

Dear Sir:

Find enclosed check in the amount of \$2.61 to pay the final bill of my late mother, Mrs. Joe Leger.

You served her well for the many years she lived in Evangeline and after we moved her to Iota and I want to thank you for doing so.

Sincerely,
Maye L. Smith

FROM SPLENDORA:

GULF STATES UTILITIES
Cleveland, Texas
Dear Sir:

On September 1, 1966, I wrote a letter to you asking that you check my line because I was getting a low voltage reading at night when all of my appliances were in use.

The following week your company

came out and installed a transformer and larger service lines to my place.

I know that we have a shortage of labor and material and in our area we are constantly having new people move in. Therefore, I know that you have a constant headache trying to give people service, but I want to thank you for the quick service that you rendered to my residence. I do not believe that anyone could ask for better service and cooperation.

Thanking you very much,
J. D. Carter
Splendora, Texas

FROM BATON ROUGE:

To All Gulf Staters:

I shall hold many pleasant memories of my association with all of you at Gulf States Utilities throughout the past 47 years.

Many thanks for the good wishes and expressions of friendship throughout my years with you.

My wife joins me in wishing all of you the best of luck.

Samuel L. Mixon
Baton Rouge, Louisiana



Bill Efferson

FROM PORT ALLEN:

Editor
PLAIN TALKS
Beaumont, Texas

Today, November 1, is the first anniversary of my retirement from GSU and I must say it has been an enjoyable year. I am most thankful to God this privilege was afforded me at an early age. Because of my good health, which is a gift from Him, I am able to enjoy a fruitful life.

The photo is of my second home which actually is my camp, located on False River, where my wife and I are spending most of our time. We are never idle, for in addition to fishing we spend a good bit of time in our garden where we are raising most of our food.

Give my best regards to all my friends and again thanks for the nice gifts and party at my retirement. Our doors are never shut, so drop in anytime. The coffee is always brewing.

W. A. (Bill) Efferson
Port Allen, Louisiana

FROM DAYTON:

Dear Mr. Dugas,

Words cannot express the happiness we felt the other night, when it was announced that Oliver had won the Outstanding Star Young Farmer Award for Area IX. We were so excited over the plaque you and Gulf States Utilities awarded, and then the

surprise of the "Sunbeam electric mixer" that was presented to Eleanor. We want to thank you and tell you how much we appreciate everything all of you have done for us.

Sincerely,
Oliver and Eleanor Damek

FROM BEAUMONT:

Gentlemen:

Thank you so much for the help and co-operation we received from Gulf States during Young Homemakers Week, September 18-24. The display you arranged for us was very attractive and we appreciate your publicity. We are a small group, but if we can in any way repay you, please let us know.

Thank you again.
Yours truly,
(Mrs.) Joleen Tucker, Secretary
Golden Triangle Chapter
Young Homemakers
Beaumont, Texas

FROM HOUSTON:

Dear Mr. Turner,

Valerie and I would like to thank you for all the kindness shown us during the 4-H District 11 Dress Revue. We enjoyed our first trip to your city and campus of Lamar Tech. We were impressed with the excellent facilities of the Revue and exact organization of the show.

This was Valerie's first trip to District and she shared her experiences with her 4-H Club.

Sincerely,
Mrs. Roger Felps
Harris County

Electric Industry Picks Up 1.4 Million Customers

ers were served by the electric utility industry in 1965, bringing the total to almost 65.6 million. A similar number of new customers is expected to be added during 1966. Of the 1965 customer total, the investor-owned electric companies served about 51.5 million, compared with 50.4 million in 1964.



Mr. and Mrs. Adrian Hunt, serviceman first class, T&D Service, Baton Rouge, a girl, Terri Ann, July 15, 1966.

Mr. and Mrs. Charles B. Kelly, Gas Department, Baton Rouge, a girl, Martha Renee, September 9, 1966.

Mr. and Mrs. Frank J. Tate, Jr., Louisiana Station, Baton Rouge, a son, Jeffrey L. Tate, September 10, 1966.

Mr. and Mrs. Thad R. Smith, T&D Substation, Baton Rouge, a son, Chad Michael, September 15, 1966.

Mr. and Mrs. Kenneth E. McCullough, Louisiana Station, Baton Rouge, a girl, Debra Kay, August 24, 1966.

Mr. and Mrs. Robert G. Chapman, engineer, Roy S. Nelson Station, Lake Charles, a girl, Tanya Nicole, September 25, 1966.

Mr. and Mrs. Robert L. Stewart, serviceman first class, T&D, Lake Charles, a son, John Parker, September 22, 1966.

Mr. and Mrs. Jules G. Benoit, T&D line, Lake Charles, a girl, Pamela Denise, September 28, 1966.

Mr. and Mrs. Thomas R. Stirling, Beaumont, engineering assistant, survey crew, a son, Scott Steven, September 9.

Mr. and Mrs. Clayton A. Arnold, tax representative, Beaumont, a girl, Amy Lynn, August 30.

Mr. and Mrs. Ronald G. Gets, test technician first class, Production Department, Beaumont, a girl, Ronda Gay, September 1, 1966.

Mr. and Mrs. Norton J. Zeringue, T&D, Lafayette, a girl, Lisa Ann, August 22, 1966.

Mr. and Mrs. Larry F. Knight, relayman first class, System Services-Relay, Beaumont, a son, David Wayne, July 13, 1966.

Would You Believe 151 Hidden Taxes

An "idiot" in the early days of Greece was a citizen who shunned civil duties, either as a politician or as a soldier. A similar meaning for the English word was once used but is now obsolete.

There are 151 hidden taxes on each loaf of bread.

More Americans died in highway accidents in the United States during the past 60 years than were killed in all American wars.

The word penny is believed to take its name from Penda, a ruler of the 7th-century Anglican kingdom of Mercia.

A stereophonic politician is one who talks out of both sides of his mouth.

Should a man with a teenage daughter be called pullet-pecked?

Mistletoe was not always used as a kissing charm. Ancient Europeans used it as cure for ulcers.

Write it in your heart that every day is the best day in the year.

Ralph Waldo Emerson



We Should Give:

1. "Service that is accurate. Service that is complete as to information given or action taken."
2. "Service that gives prompt attention to customers when they call, visit or correspond with us and service that is free from unreasonably long waiting intervals."
3. "Service that keeps the customer apprised during unavoidable delays in taking action and thereby serving him."
4. "Service that is friendly, interesting, helpful and sincere."
5. "Service that recognizes unusual situations and takes action beyond normal requirements—in short, service that knows when to 'break the rules.'"
6. "Service that creates within the customer a liking for and confidence in the Company."

Industry's Capacity In '70 To Double '60 Figure

According to a forecast made by Edison Electric Institute, the nation's investor-owned electric utility companies expect to have power-producing capability of about 263 million kilowatts by 1970. That is almost double their capability of nearly 138 million kilowatts in 1960.

Peace Corps Catches On

EASILY the most successful national project and the one that has captured the public's imagination, is the Peace Corps. In fact, it has been so successful that overseas countries are now asking for 14,000 Volunteers during 1965. Up to 25% of those selected could be men and women now planning to retire during the next twelve months.

Teachers of all kinds, doctors, nurses, builders, electricians, farmers, mechanics, engineers, accountants, social workers—just to mention a few of more than 200 different trade and vocational skills requested—can all be used. These assignments are rated as being ideal for successful retirement TO. In them older folks are rescued from idleness and decay, they get foreign travel, new interests, new experiences, new friends, new horizons, etc. while working in the interest of the public welfare. In addition, they receive their cost of living and medical care plus a financial return that supplements their usual pension and/or social security allowances.

Volunteers must be in good health and have a skill or knowledge that could be useful to others.

Lights Come To Lake Charles

R. W. Derby, substation foreman, Lake Charles, has been compiling a history of the electric company in Lake Charles. And he ran across these two articles during his research. They appeared in an early-day Lake Charles newspaper the "Echo."

June 6, 1891:

WE HAVE ELECTRIC LIGHTS

Lake Charles is now lighted by electricity. The lights were turned on Friday night, June 6th and all worked splendidly.

The Mayor has appointed John T. Brooks, Robert King and Dr. E. J. Lyons to a committee whose duty it shall be to determine the number of lights for the city and location of same.

As soon as they get their electric light plant in going order the Calcasieu Shingle Company's mill will be lighted by electricity and run day and night.

A beautiful sight these dark nights on the lake front is the working of the large saw and planing mills of M. T. Jones & Co. lighted by electricity. Nearly every night crowds visit the mills and lake front to witness the beautiful sight.

May, 1891:

LIGHT POLES GOING UP

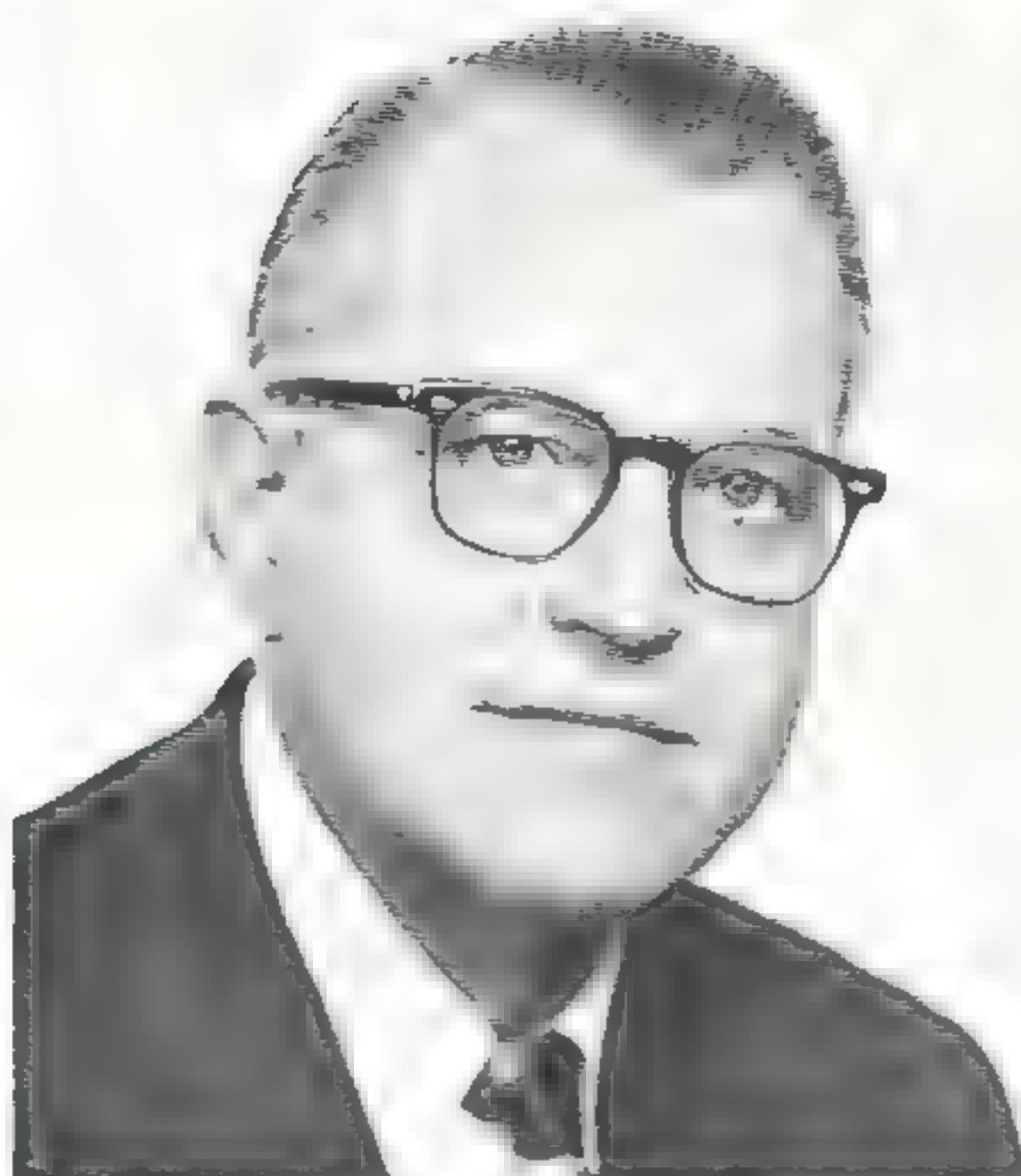
Poles are being placed and wire stretched for electric lights by D. J. Landry who chartered later as the Lake Charles Ice, Light and Water Works Company, Ltd.

SERVICE AWARDS

FORTY YEARS



G. E. Richard
Board Chairman
Beaumont



E. A. Werner
President
Beaumont



R. M. Tompkins
Division Treasury
Beaumont



A. V. Thornton
Production
Louisiana Station



A. J. Matherne, Jr.
Superintendent
Willow Glen Station



T. E. Farlow
T&D
Lake Charles

THIRTY YEARS



J. R. Murphy
Personnel
Beaumont



H. C. Sandefer
Sales
Beaumont



Julius Ross
T&D
Beaumont



E. G. Mathis
Local Superintendent
Sour Lake



J. W. Billodeaux
T&D
Jennings

—TWENTY YEARS—



C. L. Broussard
T&D
Beaumont



Fabian Daigle
T&D
Baton Rouge



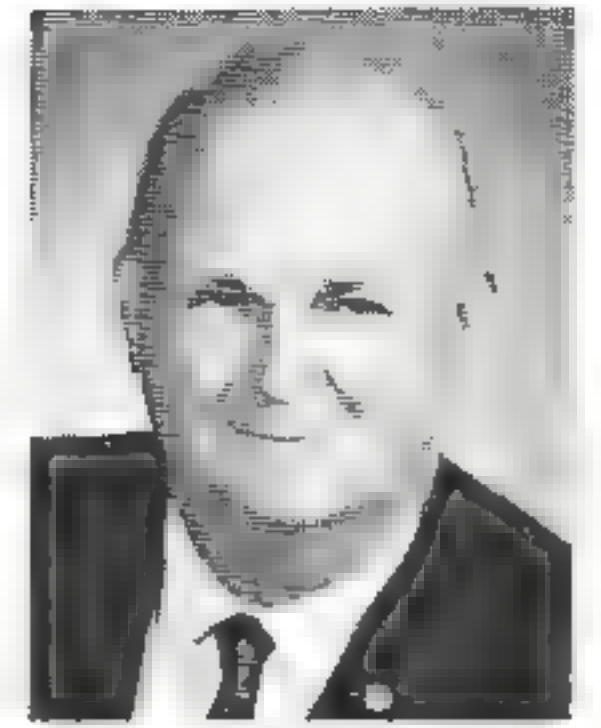
Paul A. Broussard
T&D
Lafayette



Thermon D. Haley
Building Services
Beaumont



R. J. Kemp
T&D
Port Arthur



Orie S. Richardson
Production
Neches Station



Lee D. LaFleur
T&D
Lake Charles



Alvin J. Jackson
T&D
Lake Charles



E. A. Cowart
Gas
Baton Rouge



James C. Daigle
T&D
Lafayette



C. A. LeBlanc, Jr.
Division Treasury
Lafayette



F. G. Osburn
T&D
Port Bolivar

—TEN YEARS—



Carl Jones
Rates
Beaumont



James T. Bridwell
System Engineering
Beaumont



Ruth Jaster
Treasury
Beaumont



B. W. Cloyd
T&D
Lake Charles



Leo Mathis
T&D
Lake Charles



Richard Willis
T&D
Beaumont



B. E. Mullen
T&D
Port Allen



Bobby Feagin
T&D
Navasota



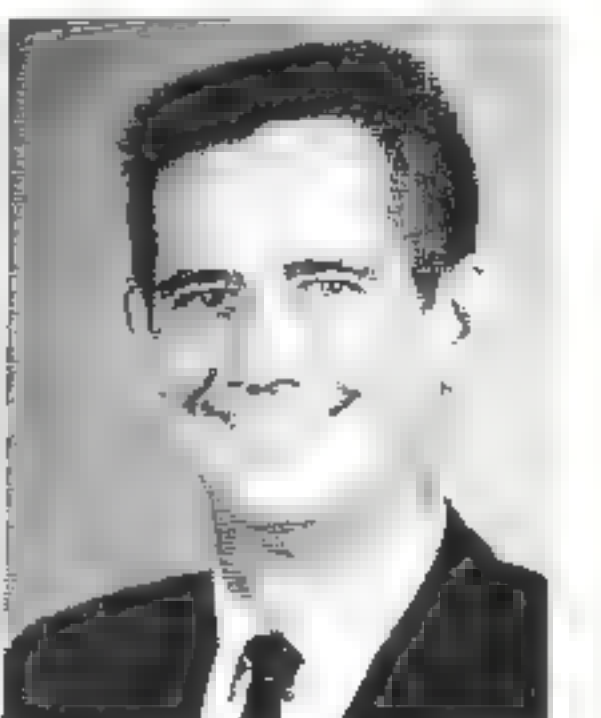
Barry Hartt
Production
Beaumont



F. S. Roby
System Engineering
Beaumont



Nathan Bibb
System Engineering
Beaumont

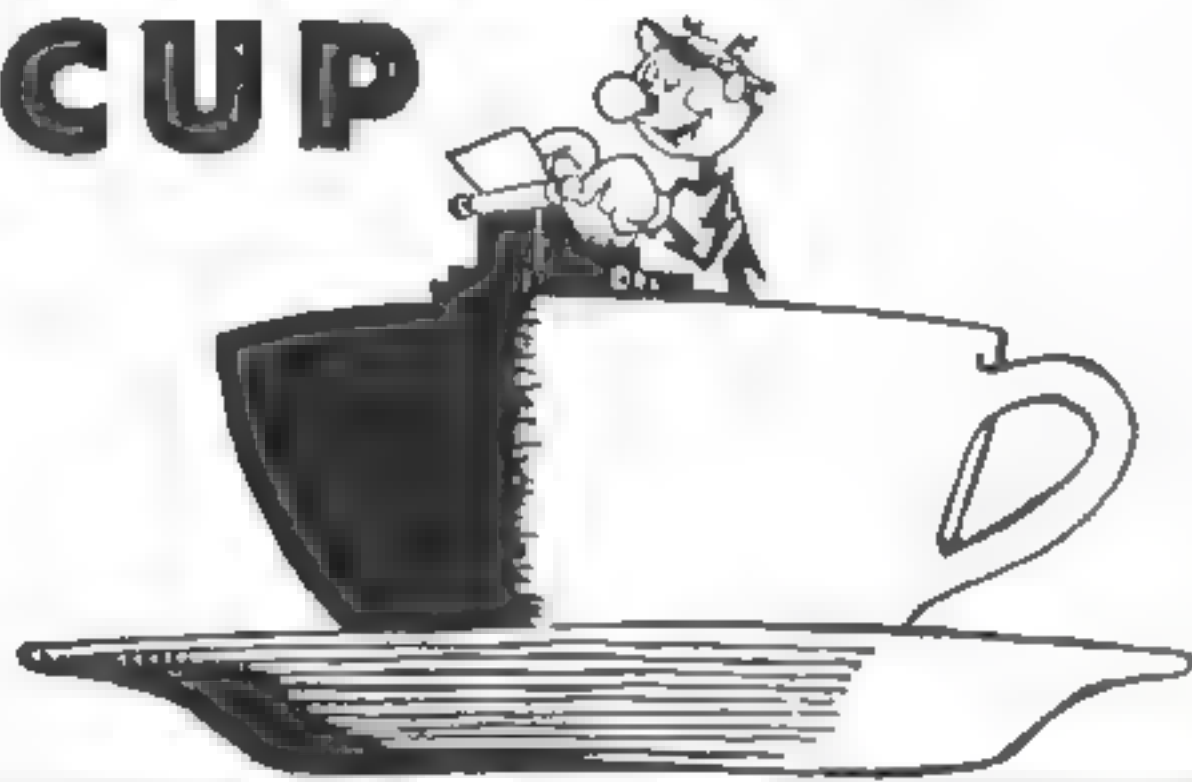


J. E. Gautreaux
T&D
Baton Rouge



BATON ROUGE GSU'ERS READY FOR UNITED GIVERS FUND. Marvin Day, left, co-chairman, and Vernon Young, right, chairman for the 1967 United Givers Fund employee drive for the Baton Rouge division, display Fair Share material to J. W. Kirkland, division manager. The campaign goal for the Greater Baton Rouge area this year is \$1,150,276. The campaign got under way October 3.

COFFEE CUP



NELSON STATION

WE ARE ALL GLAD to have Louis Cooper, mechanic's helper, back to work. Louis injured one of his hands at National Guard Camp and was off work for a couple of months. Needless to say, he was well rested when he returned.

Joan Hebert, sister of Robert Hebert, turbine operator, made the local newspaper recently. Joan, now a music teacher in Mt. Kisco, N.Y., has been traveling abroad since 1959 as a teacher. First in Iceland, then the Philippines and finally in the Orient. She brought back many happy memories and many helpful traveling tips.

Daniel Blanchard's afternoons for the next couple of months have been spoken for. Danny is a coach for one of the Westlake Pee Wee football teams. He is starting the season with about 75 boys who all see themselves

as future "All Stars." Asked how good his team was, he replied "Darn good!"

Garland Strong, operations supervisor, walked a second daughter down the aisle on August 6th. His daughter, Martha Chrystene, and her husband, John Matthews, are setting up housekeeping in Corpus Christi where he is an officer in the National Guard.

—By Penny Davis

Recent Weddings

Delores K. Moore, executive steno in Corporation and Finance, Beaumont, was wed to **Kenneth T. Webb** on September 16, 1966.

Martha J. Patterson, Data Processing, Beaumont, was wed to **Jackie Sprayberry** on September 2, 1966.

Joseph L. Victorian, shop and field tester in the Meter Department, Beaumont, was wed to **Barbara Green** on September 3, 1966.

Larry A. Pearson, accountant in Data Processing, Beaumont, was wed to **Vera Ruth Miller** on August 27, 1966.

Douglas Buck, residential sales representative, Madisonville, was wed to **Shirlynn Ann Gaskamp** on September 3, 1966.

Charles E. Echard, test technician in the Production Department, Beaumont, was wed to **Carol Wenzell** on August 27, 1966.

Betty M. Alexander, Customer Accounting Department, Beaumont, was wed to **Roland H. Baker** on September 2, 1966.

Kay Phillips, Credit and Collections, Baton Rouge, was wed to **Neal R. Elliott** on August 27, 1966.

Marie Woodside, Customer Accounting, Baton Rouge, was wed to **Charles Thomas Lindsey** on August 27, 1966.



FAREWELL WISHES. That's the story here as 11th floor employees at our general office in Beaumont bade farewell to **Bunch Eads**, left, September 15. Making with the goodbye-good luck talk is **Jim Turner**, director of Public Relations.



CAKE TIME. Mr. and Mrs. Alfred Garry Henderson are shown cutting their wedding cake after they were married on August 12. Mrs. Henderson, stenographer, Louisiana Station, is the former Alfried Mitchell.



THRIFT PLAN

THE TRUSTEE OF THE Employee Thrift Plan purchased the following stock during September covering deductions and company contributions through August:

- 3,093 shares of common stock at a total cost of \$75,798.00 or an average cost per share of \$24.506
- 54 shares of \$4.40 preferred stock at a total cost of \$4,320.00 or an average cost per share of \$80.00

(These costs include brokerage and commission fees)

The trustee also deposited \$17,441.16 with the savings department of the First Security National Bank of Beaumont.



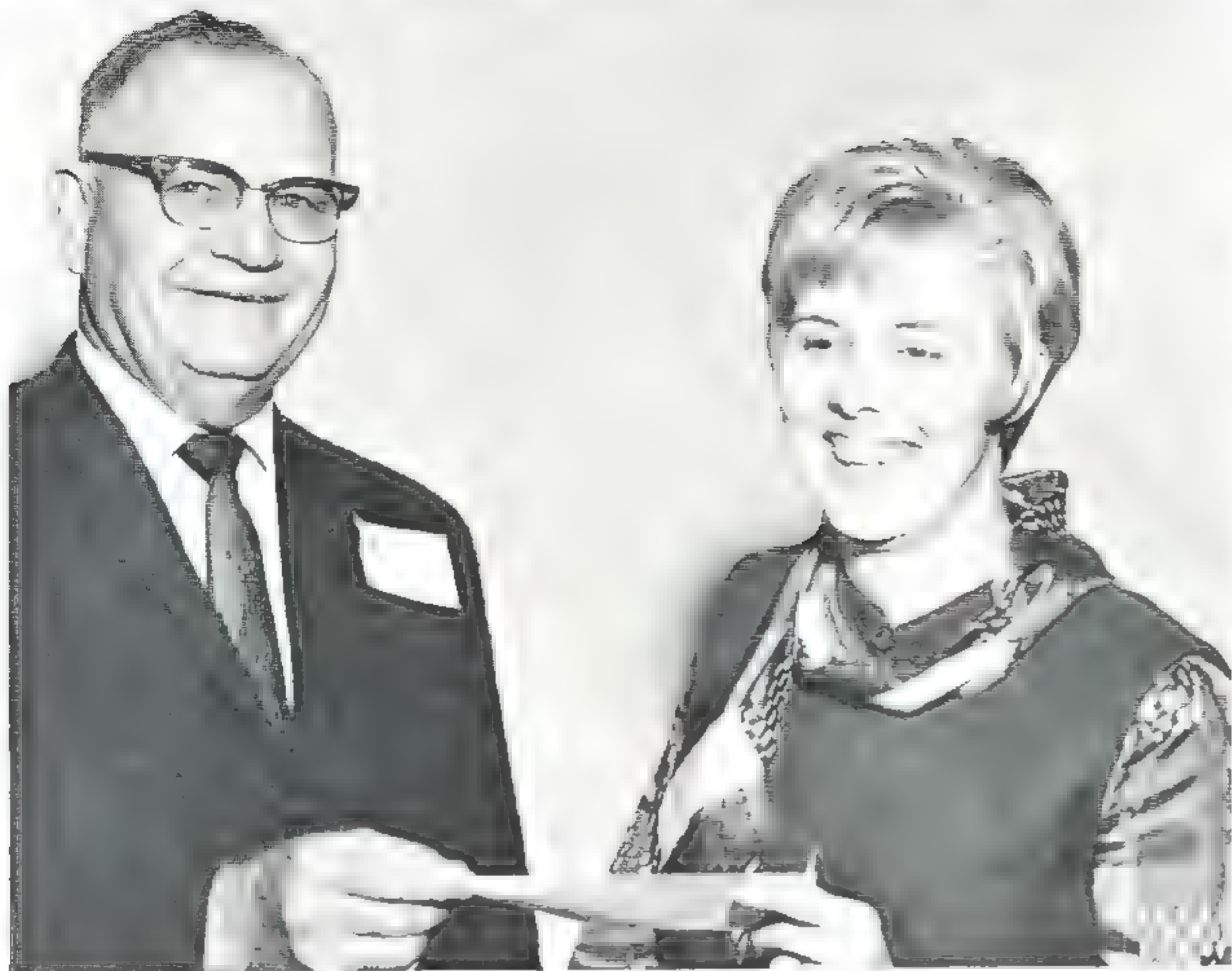
KWH CLUB AWARD. F. R. Smith, vice president, Baton Rouge, presents KWH Club Award to W. M. Goff, supervisor of sales, Baton Rouge, and R. M. Andrews, residential sales superintendent, Baton Rouge, for hitting 7,000 kilowatt hours average per residential customer in the Baton Rouge division.



KWH CLUB AWARD. F. R. Smith, vice president, Baton Rouge, left, presents KWH Award to C. A. Glover, local superintendent for Baton Rouge's Southern District, which reached the 5,000 kilowatt hour average residential customers.



RETIREMENT PARTY. Samuel Mixon, master repairman, second from left, was honored August 31 by fellow employees at Louisiana Station upon his retirement. He was given a 12-gauge pump shotgun, gun case, two boxes of shells, hunting jacket and pants and barbeque pit. Joining Mr. Mixon for this picture-taking session are, from left, R. H. Lawton, Clement Schwab, C. M. Russell, Pamphile Donaldson, J. O. Bauman and John Gallup.



FIRST PLACE CASH. Mrs. Mary Spradley of Nacogdoches receives a check for \$75 for her Nacogdoches Young Homemakers Chapter being named the outstanding Area IX chapter of the year. Lloyd Brannan, our Company's supervisor of area development, presents the award in behalf of the investor-owned electric utilities of Texas. Mr. Brannan also presented the \$50 second place award to Mrs. Margie Coats of the Central Heights Young Homemaker Chapter of Nacogdoches County. Mr. Brannan made the awards at the fourth annual Young Homemakers of Texas Area IX convention in September at Stephen F. Austin State College at Nacogdoches.



FAREWELL GIFT, SUPPER. That was the occasion as Jerry Brown, lineman first class, Dayton, left, gives a gift to George W. Adams, line foreman, Dayton, who retired September 1 after completing almost 40 years with the Company. The gift was a wrist watch engraved on the back, "From GSU Employees, Dayton District, September 1, 1966."



RETIREMENT PARTY. L. T. Haney, stores supervisor, Navasota, was honored by fellow employees at the Royal Manor upon his retirement in Beaumont. Helping Mr. Haney with the cake is E. L. Bailey, treasurer. Mr. Haney was given a set of pipes and accessories along with the big cake. The party was held during a system stores and purchasing meeting at our main office in Beaumont. Mr. Haney joined our Company in 1929 as a line patrolman in Navasota.



TOP SWIMMER. Bobby Singletary, 10, son of Robert Singletary, Cleveland T&D, won first places in diving and breaststroke and swam on a second place relay team in swimming meets at Cleveland and Anahuac last summer.

Continued

-3-

are a definite hazard to climbers. City and state ordinances which prohibit defacing public or private property are usually difficult to enforce. And we are considered villains if we protest. To help ease the problem the Public Relations Department has prepared a speech for Company speakers to deliver before almost any group. Contact Jim Turner, Director of Public Relations, Beaumont, if you need the speech.

AD DEPARTMENT WINS TWO MORE AWARDS

Our Company's advertising won two first prizes in the recent 10th District Advertising Awards Competition. The firsts were for the best outdoor transportation poster and outdoor spectacular (tri-vision). Herschel Mathews, advertising director, accepted the awards, plus two other honors, at the 10th District Convention in Houston this month. Speaking of honors, the Company's booth at the South Texas State Fair won first place in its category and was also honored as the best booth at the fair.

PUBLIC MUCH MORE AWARE OF INTERCONNECTED SYSTEMS

The latest public opinion survey reveals that public awareness that electric companies are interconnected with each other has sharply increased in the last two years. In 1962, the awareness nationally was 24%; in 1966 awareness reached 40%. Publicity stemming from the December, 1965, blackout in New England can be credited for some of the increased awareness.

STOCK PURCHASES EXPLAINED

Our Thrift Plan investment in common stock during October, covering employee deductions and Company contributions through September, amounted to \$119,574.32 for 4,413 shares at an average cost of \$27.096 including brokerage and commission. To learn how the Trustee determines when to buy stock, read the article in your November Plain Talks.

BEAUTIFICATION WORK AT LAMAR TECH

There's to be a new look on the sidelines, as well as the main thoroughfare, when work is completed on the Spur 380 highway which passes in front of Lamar Tech in Beaumont. We're relocating lines because the highway is being widened. As part of our beautification policy, the black poles are being replaced by the new armless, gray-painted poles which blend easily with the skyline. The gray poles will be seen most frequently in newer subdivisions and special areas.

LOUISIANA OPINION LEADERS SENT INVESTOR-OWNED ADS

This month, many leading citizens of Louisiana were mailed booklets containing advertisements signed by our Company and the four other investor-owned companies serving Louisiana. The ads tell the story of cooperation with state and local agencies, by the investor companies, to attract new business and industry to the Pelican State. The reaction from opinion leaders has been gratifying.

Continued

DEFINITION OF ELECTRICITY

We are indebted to "Tesco Roundup" of Texas Electric Service Company for the following definition of electricity:

"Electricity is the free flow of negatively charged sub-atomic particles called electrons, exchanged from atom to atom within the structure of conductive medium.

"But it's better defined by what it does.

"A penny's worth of electricity will wash 14 pounds of clothes, or freeze 12 homemade popsicles, or sew 2,736 knee-patches on your trousers. Or it can bring you three hours of your favorite TV show . . . or brush your teeth for a year for the price of a piece of bubble gum. What is electricity? When you stop to think about it . . . it's the biggest value per dollar in the whole, wide world."

FUTURE USES STAGGER IMAGINATION

Future uses for electricity stagger the imagination. Perhaps one day we will all be traveling about in battery-powered automobiles. Much research and progress has been made in development of a zinc-air battery to propel vehicles. Potential applications for the battery are industrial trucks, delivery trucks and buses. Many factors favor battery usage. Some are lower operating costs (no idling losses during stops), lower maintenance costs and silent, fumeless operation. The electric car could ultimately be part of the solution to our air pollution problem. Research is progressing to reduce the size and weight of the batteries and to increase power capacities. This could be a valuable new market for electric companies. Batteries for electric vehicles would be recharged, mainly during the night during off-peak production hours.

The Ten Pillars of Economic Wisdom

*Imagine an economy
believing in and living
according to these
principles*

THE TEN PILLARS OF Economic Wisdom, accepted the world over by thought leaders who seek the economic system that **does** produce the greatest good for the greatest number, is a document that required the distillation of 10 years of semantic research and mass testing of word images. According to the American Economic Foundation, the following principles are the result of "man on the street" research and testing. Just imagine an economy believing in and living according to these principles:

- 1 Nothing in our material world can come from nowhere or go nowhere, nor can it be free: everything in our economic life has a source, a destination, and a cost that must be paid.
- 2 Government is never a source of goods. Everything produced is produced by the people, and everything that government gives to the people, it must first take from the people.
- 3 The only valuable money that government has to spend is that money taxed or borrowed out of the people's earnings. When government decides to spend more than it has thus received, that extra unearned money is created out of thin air, through the banks, and, when spent, takes on value only by reducing the value of all money, savings, and insurance.
- 4 In our modern exchange economy, all payroll and employment comes from customers, and the only worthwhile job security is customer security; if there are no customers, there can be no payroll and no jobs.
- 5 Customer security can be achieved by the worker only when he cooperates with management in doing the things that win and hold customers. Job security, therefore, is a partnership problem that can be solved only in a spirit of understanding and cooperation.
- 6 Because wages are the principal cost of everything, widespread wage increases, without corresponding increase in production, simply increase the cost of everybody's living.
- 7 The greatest good for the greatest number means, in its material sense, the greatest goods for the greatest number which, in turn, means the greatest productivity per worker.
- 8 All productivity is based on three factors: 1) natural resources, whose form, place, and condition are changed by the expenditure of 2) human energy (both muscular and mental), with the aid of 3) tools.
- 9 Tools are the only one of these three factors that man can increase without limit, and tools come into being in a free society only when there is a reward for the temporary self-denial that people must practice in order to channel part of their earnings away from purchases that produce immediate comfort and pleasure, and into new tools of production. Proper payment for the use of tools is essential to their creation.
- 10 The productivity of the tools—that is, the efficiency of the human energy applied in connection with their use—has always been highest in a competitive society in which the economic decisions are made by millions of progress-seeking individuals, rather than in a state-planned society in which those decisions are made by a handful of all-powerful people, regardless of how well-meaning, unselfish, sincere and intelligent those people may be.

AFTER FIVE DAYS RETURN TO

Plain Talks

P. O. BOX 2951
BEAUMONT TEXAS

RETURN POSTAGE GUARANTEED

Bulk Rate
U. S. POSTAGE PAID
Beaumont, Texas
Permit No. 11

THE DRIVE-ABOUTS

LOOKS LIKE A WORK CREW UP AHEAD... I'LL REDUCE MY SPEED JUST TO BE ON THE SAFE SIDE!

BETTER PUT YOUR LEFT TURN SIGNAL ON, TOO... THERE'S SOME FAST MOVING CARS COMING UP BEHIND US AND THEY MAY NOT BE THE 'LOOK AHEAD' TYPE!

BLINK
BLINK!

Copyright 1966 By Alv Sherman

AS AN ADDED WARNING I USED A HAND SIGNAL....

HOW MANY DRIVERS, DO YOU THINK, WOULD DO WHAT I'VE JUST DONE?

NOT MANY I'LL BET!

DANGER
MEN
WORKING

ALWAYS LOOK OUT
FOR WORK CREWS
ON THE HIGHWAYS!

ALV
SHERMAN 10/66